

 E-Mail

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Sales	Retail
1221	1222
1222	1223
1223	1226
1224	1229
1225	ROM
1226	PC
1227	MC
1228	SC
1229	PA
1230	
1231	
1232	
1233	
1234	
1235	
1236	
1237	
1238	
1239	
1240	
1241	
1242	
1243	
1244	

Handwritten notes: *HE* (under 1229), *JG* (circled, next to 1229), *SM, FP* (under 1244), *RSM* (next to 1244), *RBM* (next to 1244).

51850 5920

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 13, 1997

RJR Account #375878
P. Cox
McLANE-NORTHEAST

JANUARY: WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Paul:

We have placed orders for *Winston Tear Tape* product (.35¢/Pack) as listed to pack and ship this promotion to your participating retail accounts. 1830 SKUs of Sleeve Displays (item #536285) have been ordered to Consolidated Industries to pack this Promotion.

Product PO # ER2536-01

<u>UPC Code</u>	<u>Winston Brand Styles</u>	<u>#/ (6M) Cases</u>
12300-24876	Light Box	122(**)
12300-22772	Filter Box	122(**)

*****16 Cases (each style) are to be used for 7-11 stores.
Obtain store list from 7-11 Headquarters.***

All additional pertinent promotional information is listed below:

Product Arrival (@ McLane): December 8, 1997

Premium Arrival (@ Consolidated): December 11, 1997

Ship Date to Retail: January 5, 1998

Sleeves / Display (Item #536285)

<u>SKU CUBE:</u>	0.8260
<u>SKU WT (w/o Product):</u>	1.5000 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Full Price Cartons
<u>EFT \$ Amount:</u>	<u>\$66,802.62</u>

51850 5921

Promotion Description: Utilize self-contained shipper displays. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each:

Winston Filter Box and Winston Light Box.

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.

RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$3,416.00 (122 (12M) cases @ \$28.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

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Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

JANUARY: WINSTON .70¢ OFF 2-PACK PURCHASE / PROMO #800008

RETAIL DISTRIBUTION DATE: 1/5/98

RETAIL DISTRIBUTION DATE: 1/5/98				NUMBER OF DISPLAYS PER GROUP PER STATE												
CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	CT	DE	MA	MD	ME	NH	NJ	NY	OH	C U Y A H O S A	PA	RI	
A-PLUS/ SUNOCO	304	See List	401	1		29			3	16	83			265	4	
AMOCO	58	1	58							27	2			29		
BP OIL	44	See List	78											78		
COASTAL MART	36	2	72							22				50		
COOKS CONVENIENT	7	See List	10								10					
COUNTRY FAIR	69	See List	242								8	32		202		
CONV EXPRESS	5	See List	11								11					
EXPRESS MART	40	See List	44								44					
HESS MART	61	See List	95							4	75			16		
HESS STATION	155	See List	178	1		2				28	104			42	1	
J MART	8	1	8								8					
KRAUSZERS	12	See List	34	34												
MANLEY'S	11	See List	12								12					
MOBIL / ON THE RUN	100	See List	119	15		32			20		46				6	
QUICKWAY	29	1	29								29					
7/11 - HANDEE MART	24	See List	61									2	32	27		
7/11 - SOUTHLAND			240	7-11 WILL PROVIDE SPECIFIC STORE LIST TO McLANE												
SUGARCREEK (*Not Participating)	79	1	79								79					
SUNRISE FOODS	16	1	16								16					
INDEPENDENTS & SMALL CHAINS	32	See List	36	1		6	2		3	4	12			7		
TOTALS	1080		1822	52	0	69	2	0	26	101	539	34	32	716	11	

(MC-STJAN.XLS)11/25/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES) MI/ MD

cc: J. Piscitelli

8269 09819